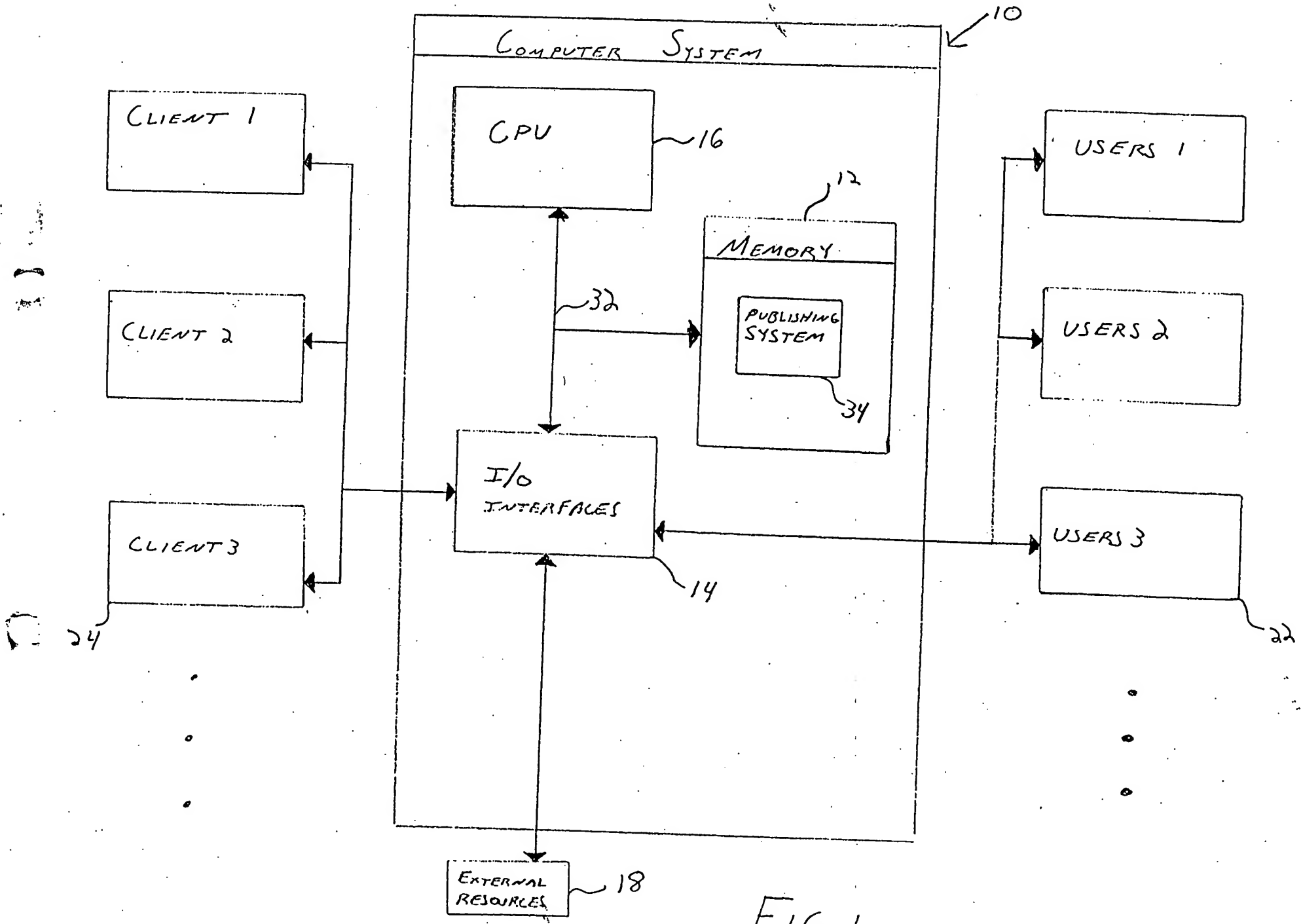
COMPUTER SYSTEM
10
CLIENT 1
CLIENT 2
CLIENT 3
24
CPU
16
12
MEMORY
32
PUBLISHING SYSTEM
34
I/O INTERFACES
14
USERS 1
USERS 2
USERS 3
22
EXTERNAL RESOURCES
18

FIG. 1

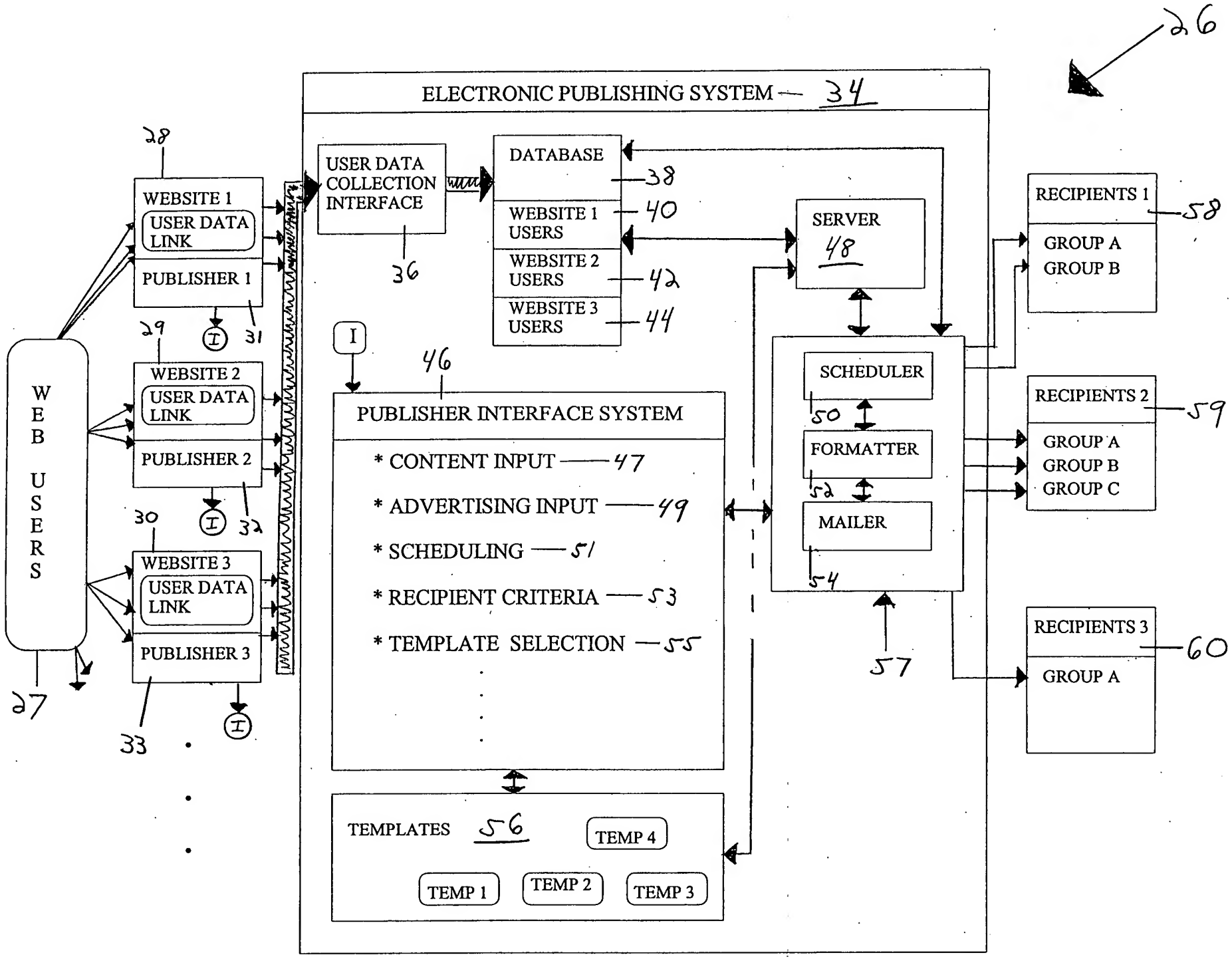
26
ELECTRONIC PUBLISHING SYSTEM — 34
28
WEBSITE 1
USER DATA LINK
PUBLISHER 1
29
WEBSITE 2
USER DATA LINK
PUBLISHER 2
30
WEBSITE 3
USER DATA LINK
PUBLISHER 3
WEB USERS
27
33
31
32
I
USER DATA COLLECTION INTERFACE
36
DATABASE
38
WEBSITE 1 USERS
40
WEBSITE 2 USERS
42
WEBSITE 3 USERS
44
SERVER
48
46
PUBLISHER INTERFACE SYSTEM
* CONTENT INPUT — 47
* ADVERTISING INPUT — 49
* SCHEDULING — 51
* RECIPIENT CRITERIA — 53
* TEMPLATE SELECTION — 55
SCHEDULER
50
FORMATTER
52
MAILER
54
57
TEMPLATES 56
TEMP 4
TEMP 1
TEMP 2
TEMP 3
RECIPIENTS 1
58
GROUP A
GROUP B
RECIPIENTS 2
59
GROUP A
GROUP B
GROUP C
RECIPIENTS 3
60
GROUP A

FIG. 2

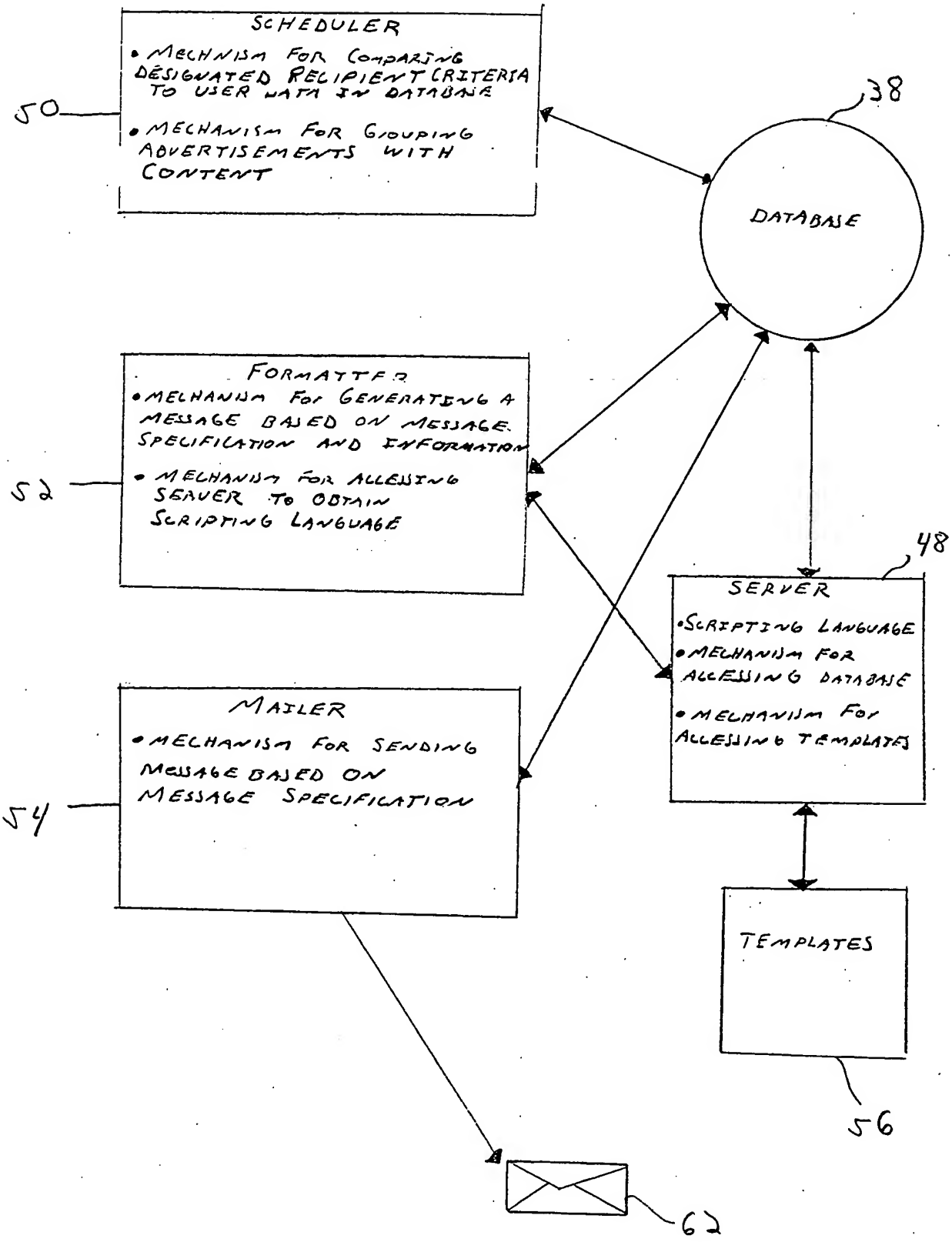
SCHEDULER
• MECHANISM FOR COMPARING DESIGNATED RECIPIENT CRITERIA TO USER DATA IN DATABASE
• MECHANISM FOR GROUPING ADVERTISEMENTS WITH CONTENT
50
38
DATABASE
FORMATTER
• MECHANISM FOR GENERATING A MESSAGE BASED ON MESSAGE SPECIFICATION AND INFORMATION
• MECHANISM FOR ACCESSING SERVER TO OBTAIN SCRIPTING LANGUAGE
52
48
SERVER
• SCRIPTING LANGUAGE
• MECHANISM FOR ACCESSING DATABASE
• MECHANISM FOR ACCESSING TEMPLATES
MAILER
• MECHANISM FOR SENDING MESSAGE BASED ON MESSAGE SPECIFICATION
54
TEMPLATES
56
62

FIG. 3

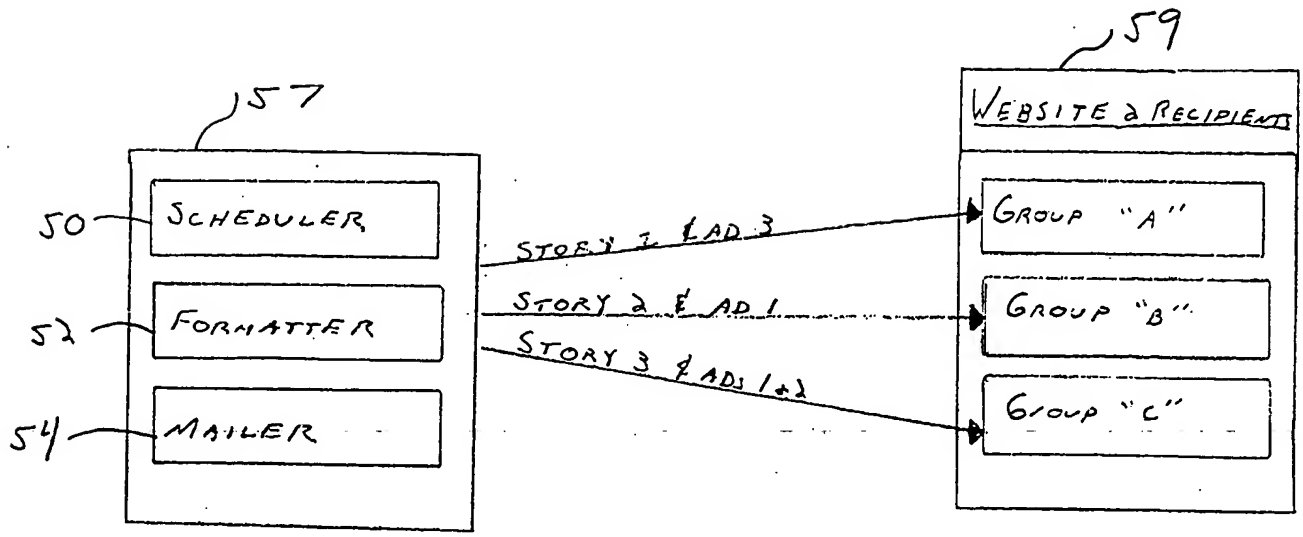
57
59
WEBSITE & RECIPIENTS
50
SCHEDULER
52
FORMATTER
54
MAILER
STORY 1 & AD 3
STORY 2 & AD 1
STORY 3 & ADS 1 & 2
GROUP "A"
GROUP "B"
GROUP "C"

FIG. 4

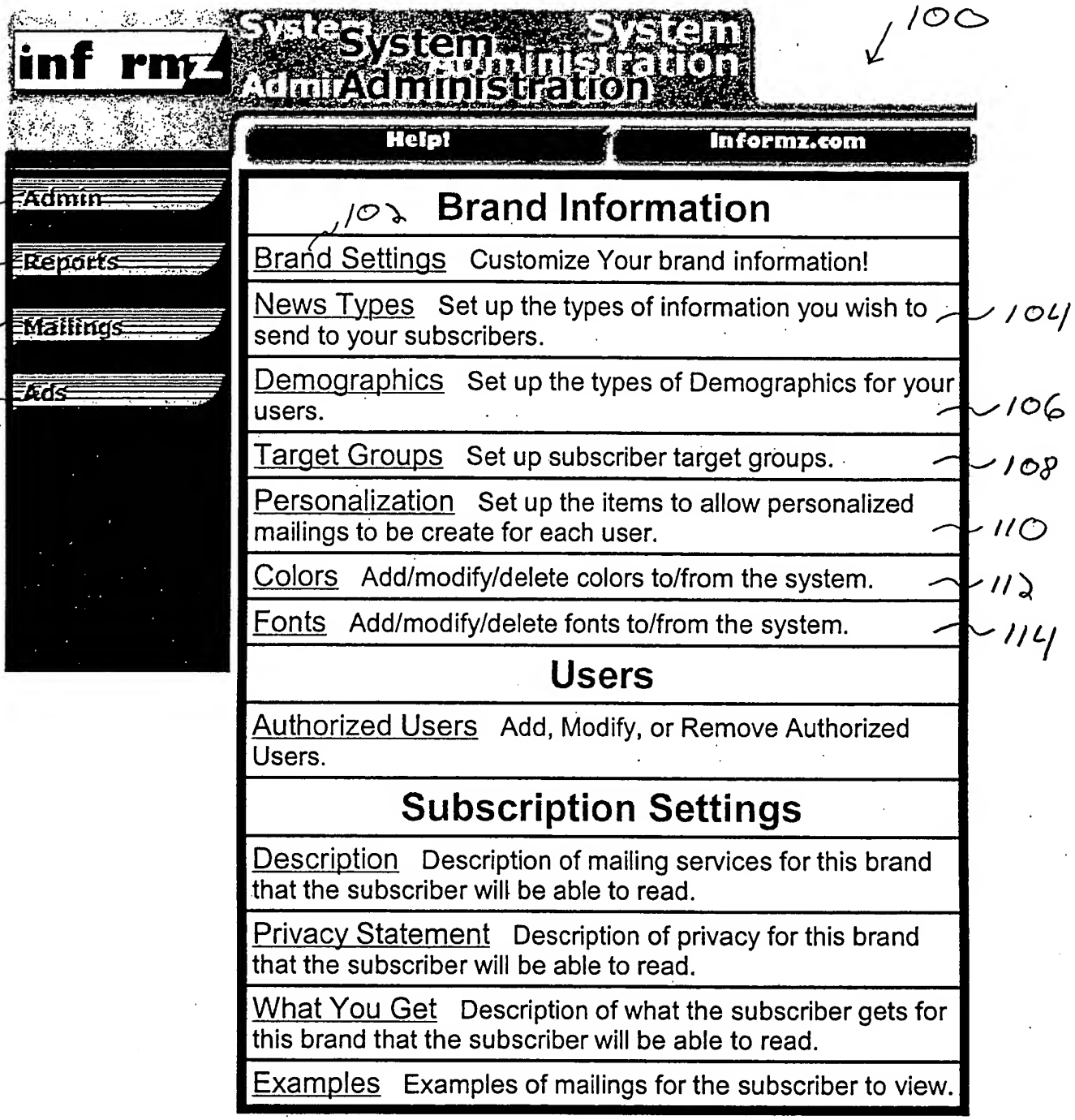
100
inf rmz
System Administration
Help!
Informz.com
101
Admin
103
Reports
105
Mailings
107
Ads
Brand Information
102
Brand Settings Customize Your brand information!
News Types Set up the types of information you wish to send to your subscribers.
104
Demographics Set up the types of Demographics for your users.
106
Target Groups Set up subscriber target groups.
108
Personalization Set up the items to allow personalized mailings to be create for each user.
110
Colors Add/modify/delete colors to/from the system.
112
Fonts Add/modify/delete fonts to/from the system.
114
Users
Authorized Users Add, Modify, or Remove Authorized Users.
Subscription Settings
Description Description of mailing services for this brand that the subscriber will be able to read.
Privacy Statement Description of privacy for this brand that the subscriber will be able to read.
What You Get Description of what the subscriber gets for this brand that the subscriber will be able to read.
Examples Examples of mailings for the subscriber to view.

FIG. 5

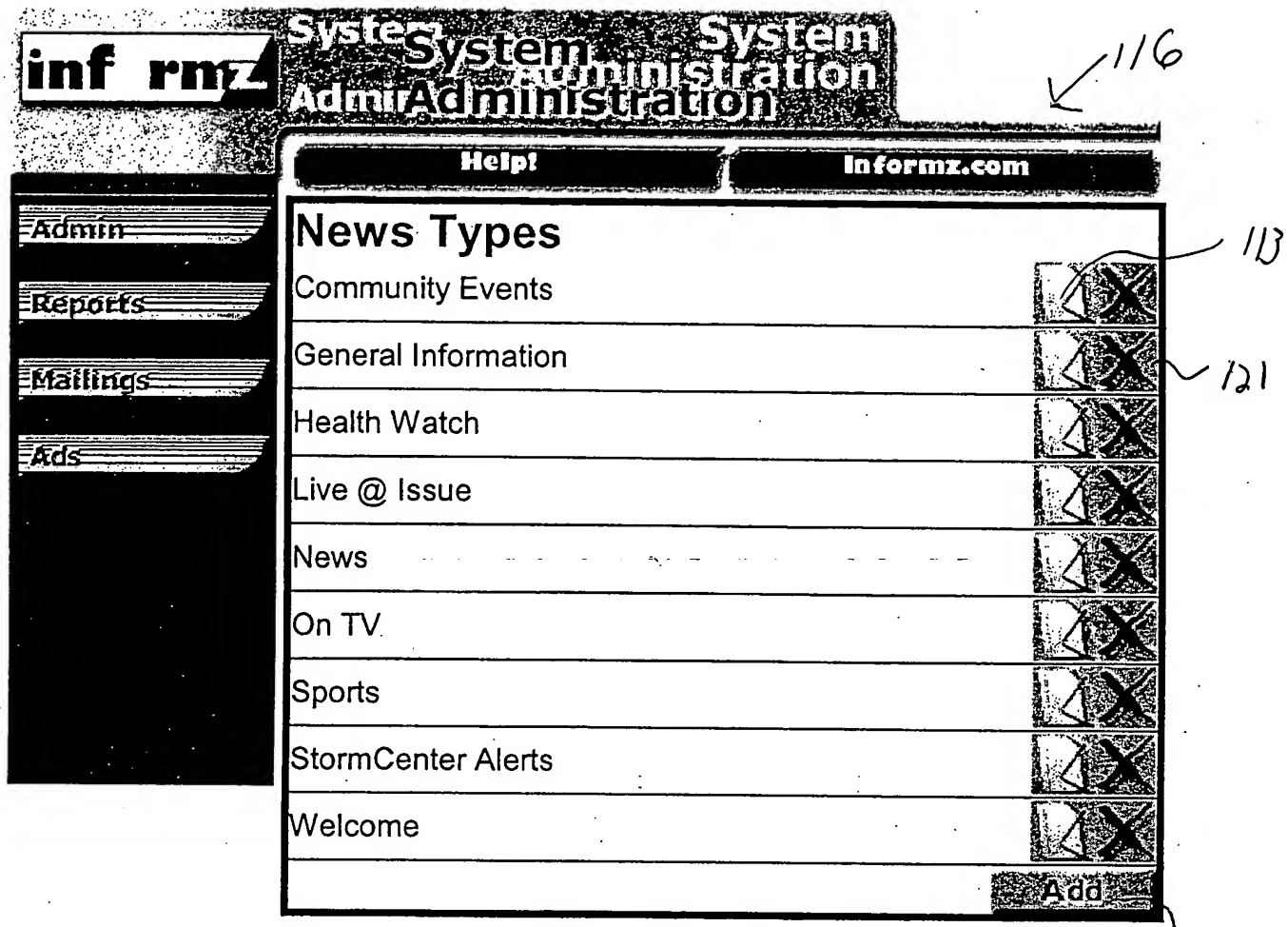

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FIG. 6

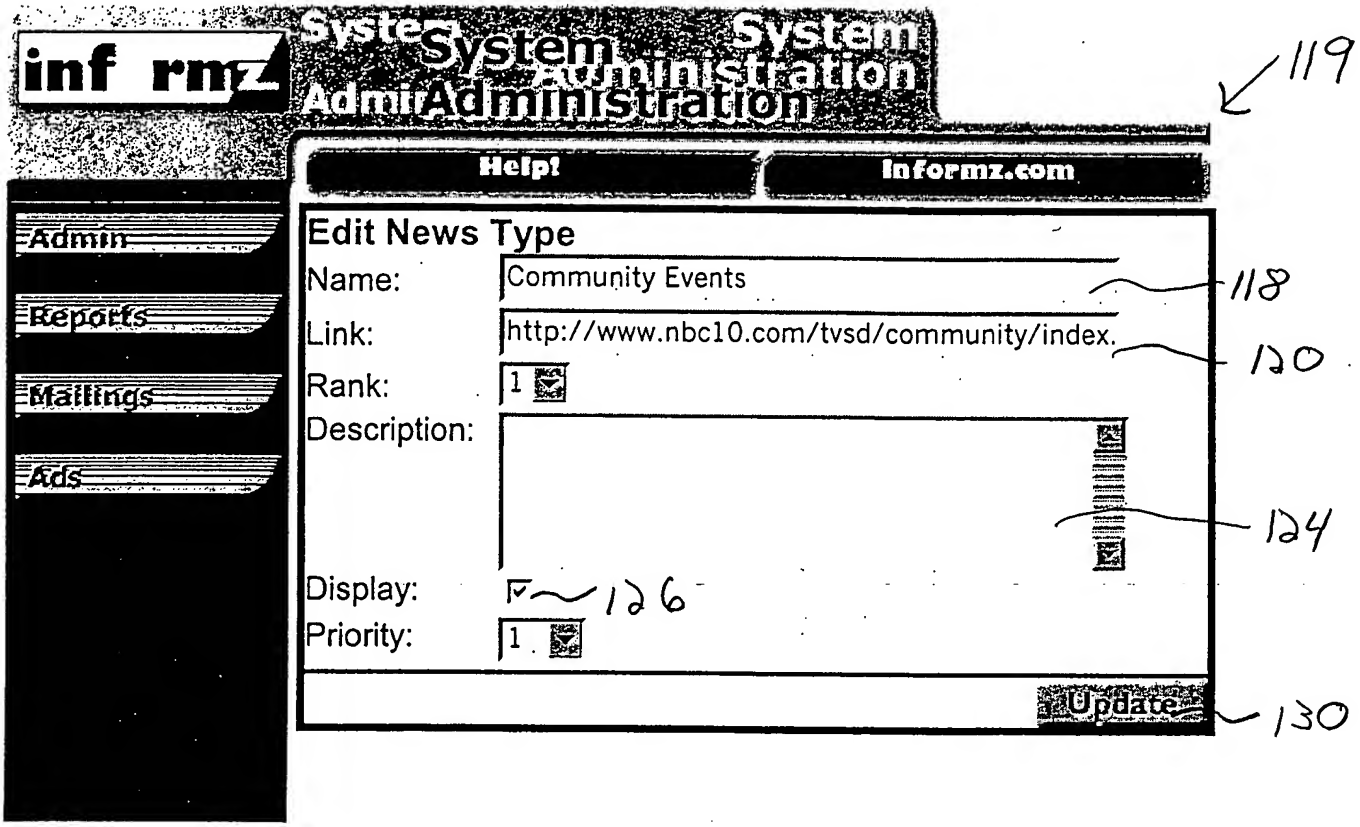

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FIG. 7

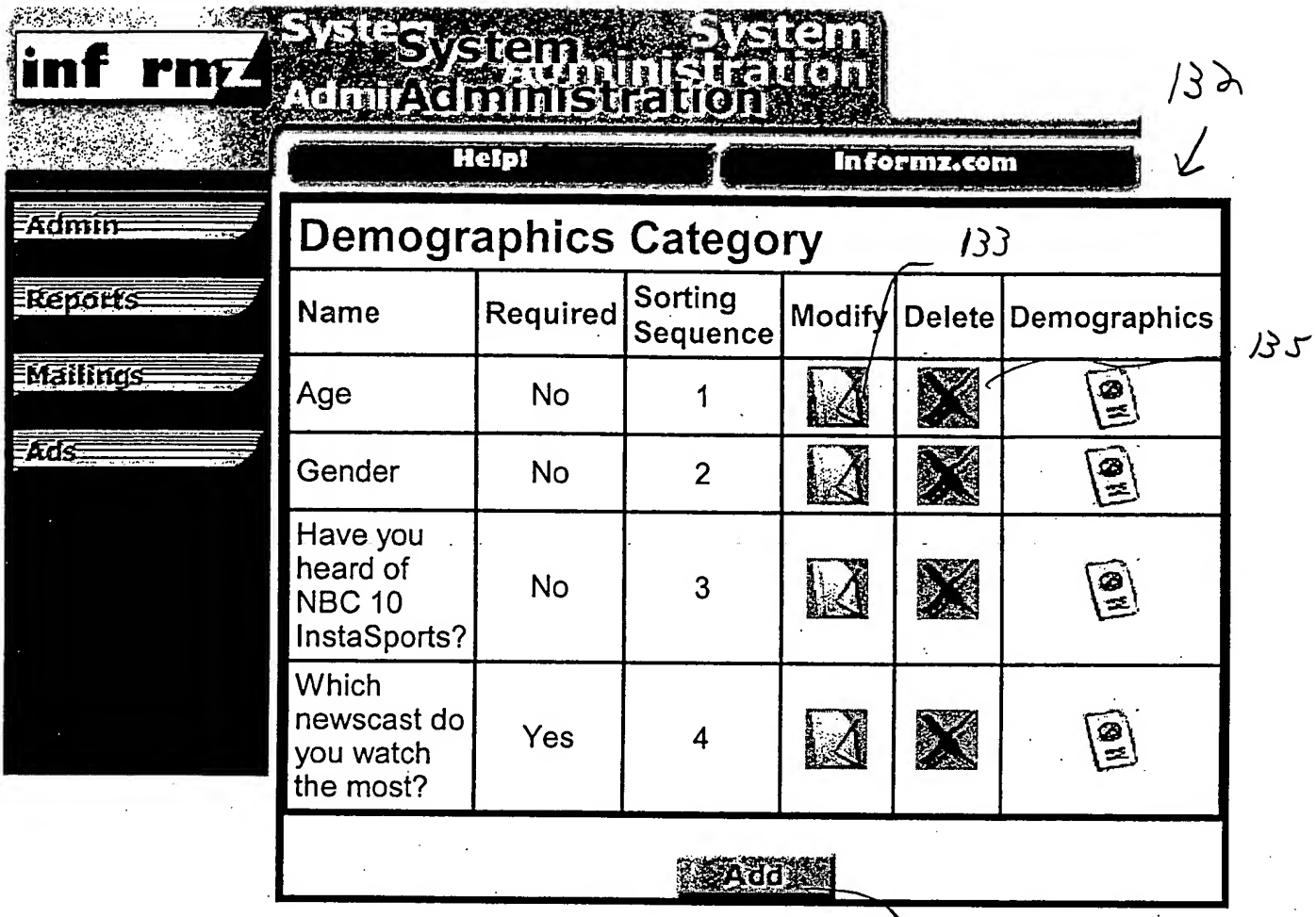

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FIG. 8

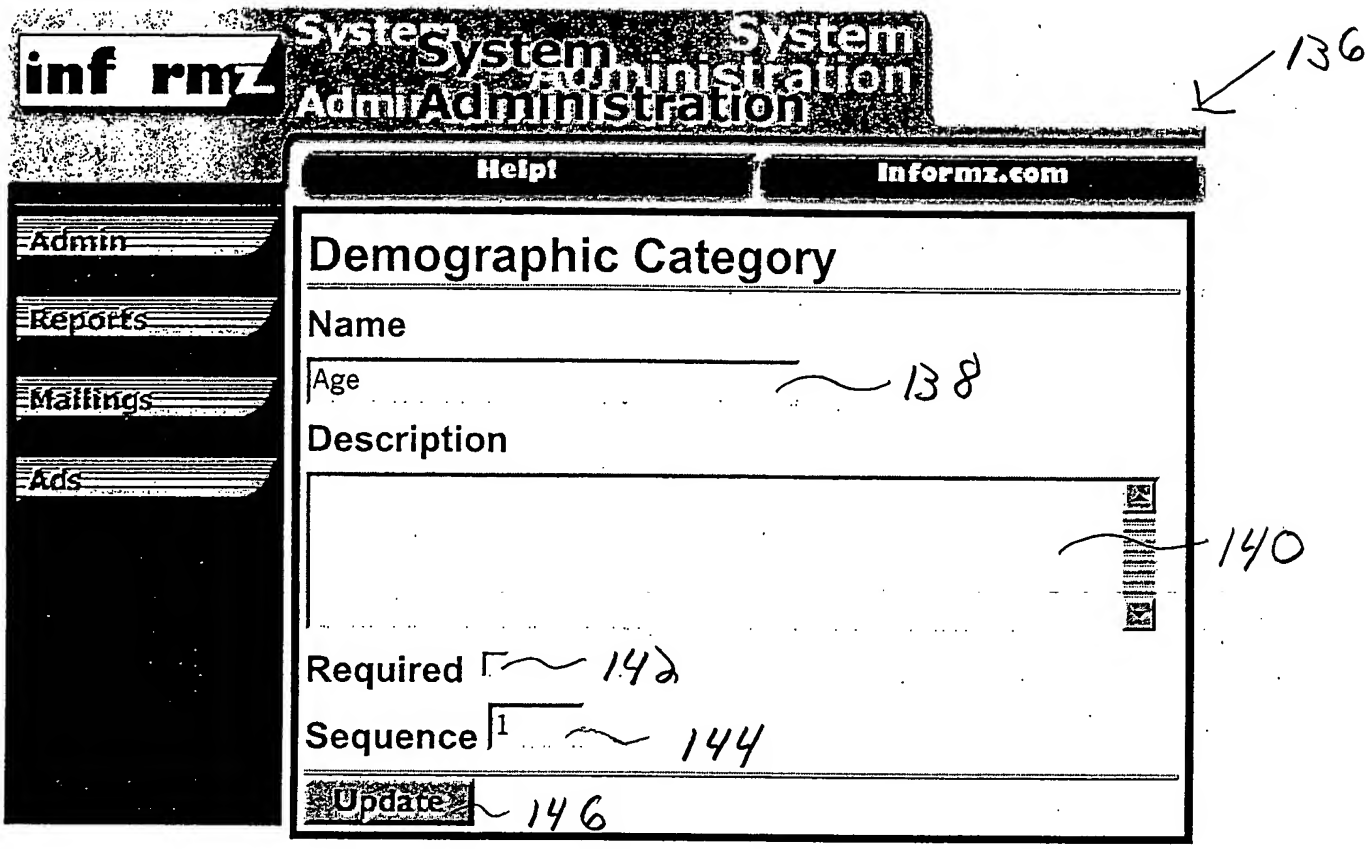

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FIG. 9

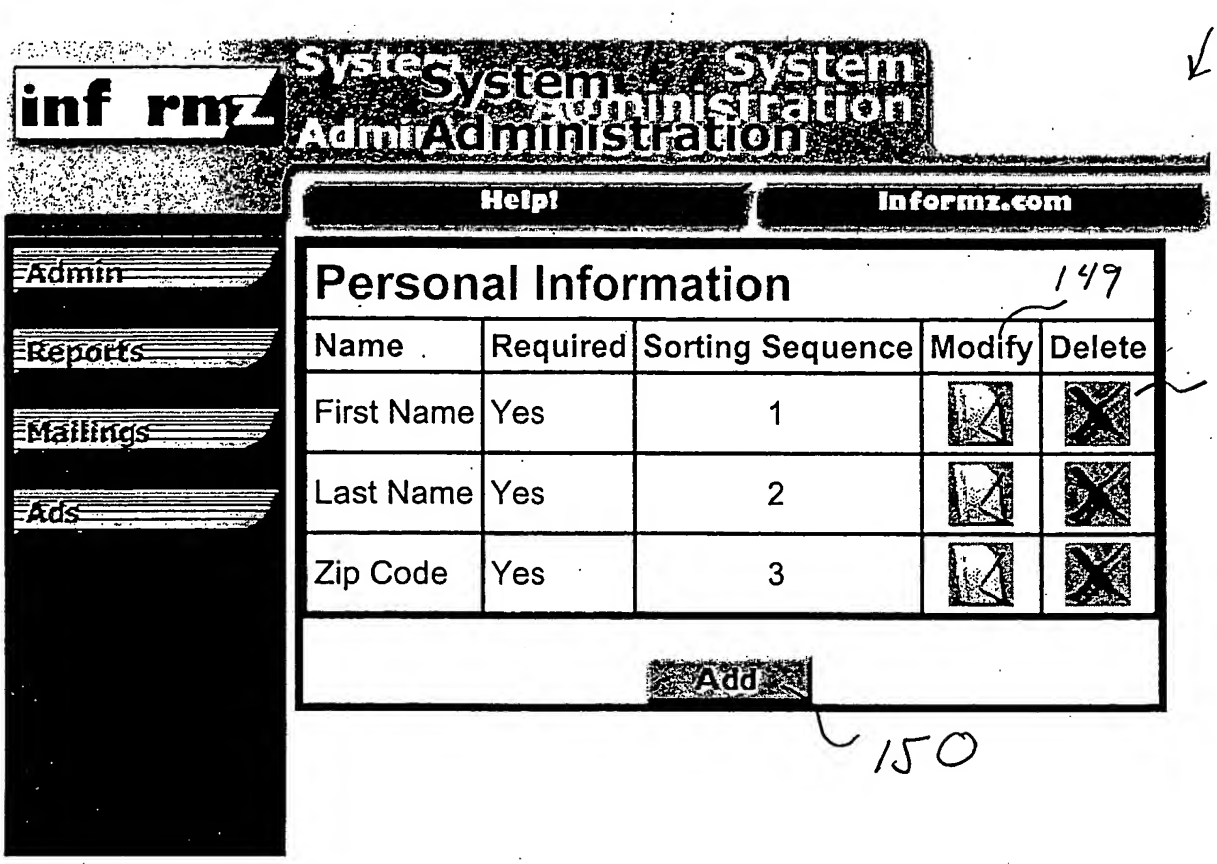

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FIG. 10

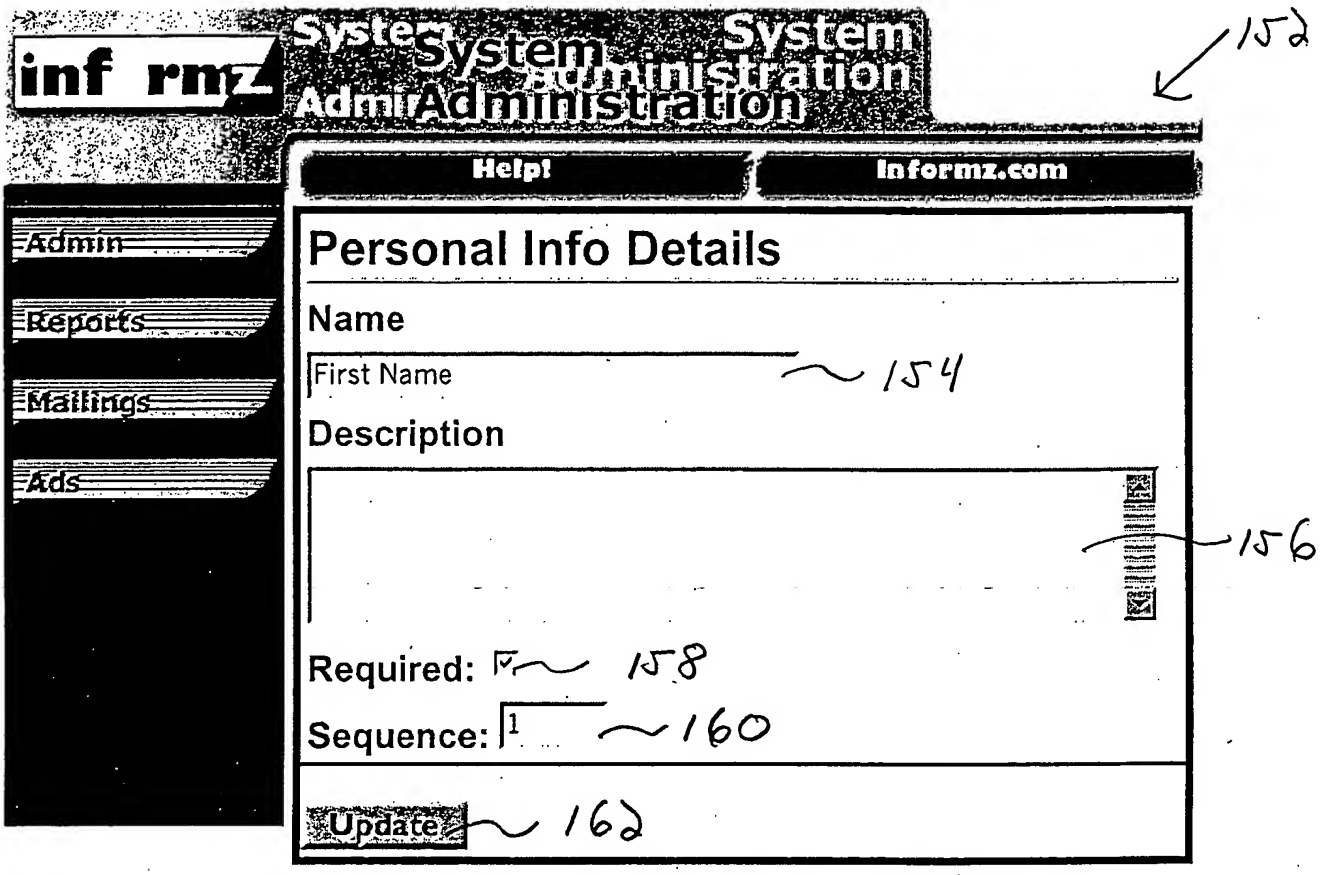

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FIG. 11

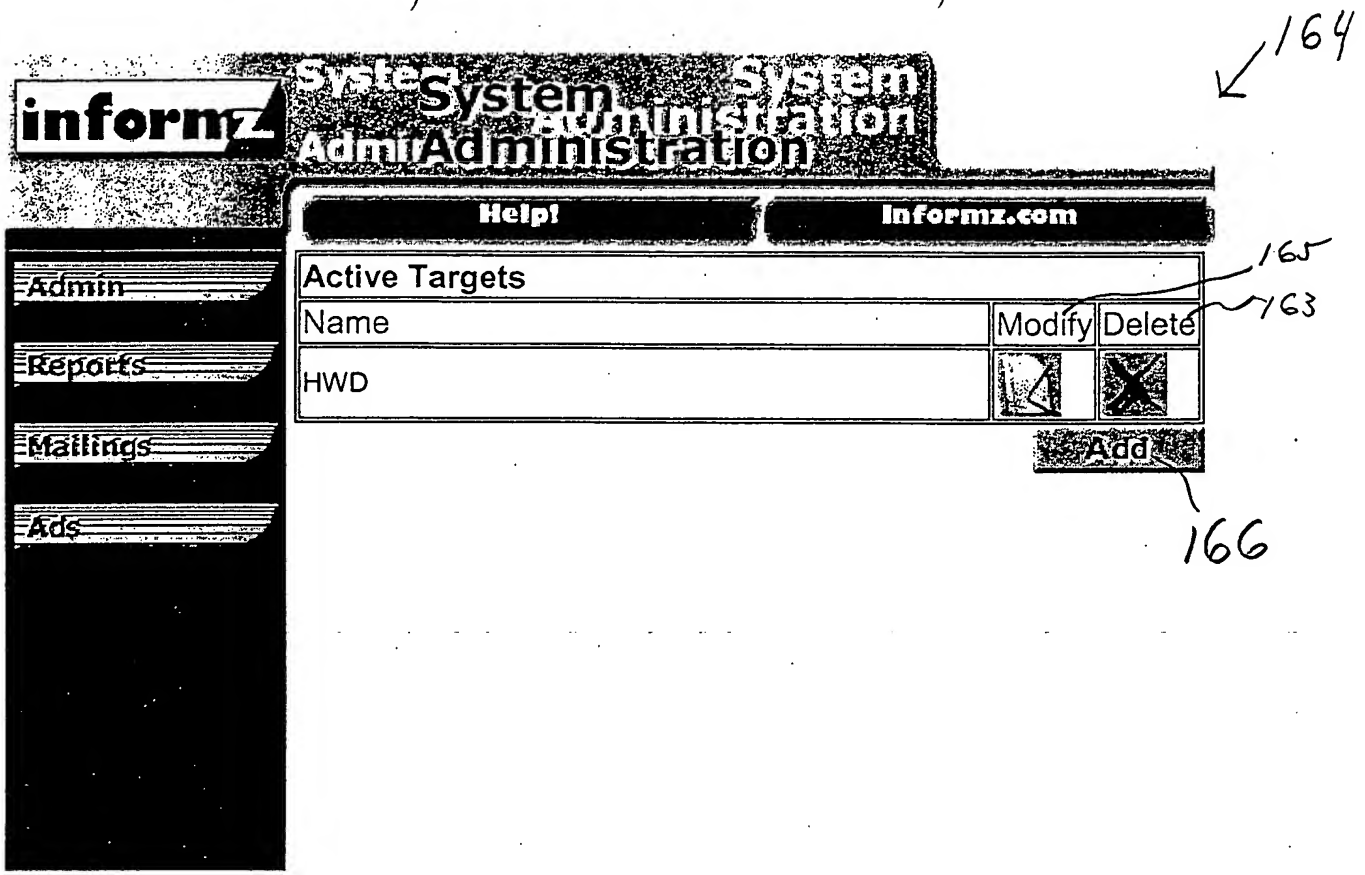

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FIG. 12

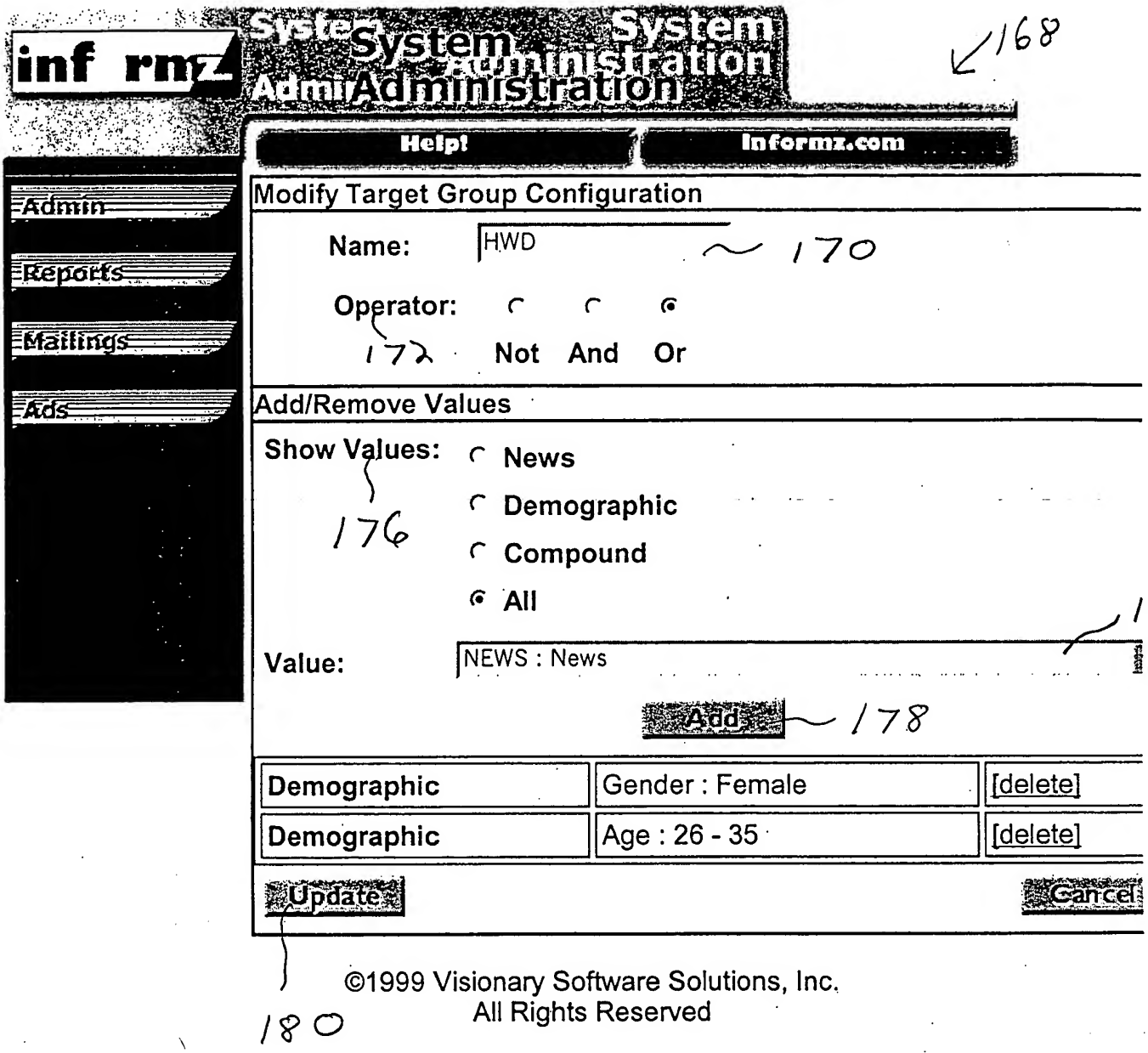
inf rnz
System Administration
Help!
Informz.com
Admin
Reports
Mailings
Ads
Modify Target Group Configuration
Name: HWD
Operator: Not And Or
Add/Remove Values
Show Values: News Demographic Compound All
Value: NEWS : News
Add
Demographic | Gender : Female | [delete]
Demographic | Age : 26 - 35 | [delete]
Update
Cancel
©1999 Visionary Software Solutions, Inc.
All Rights Reserved
168
170
172
174
176
178
180

FIG. 13

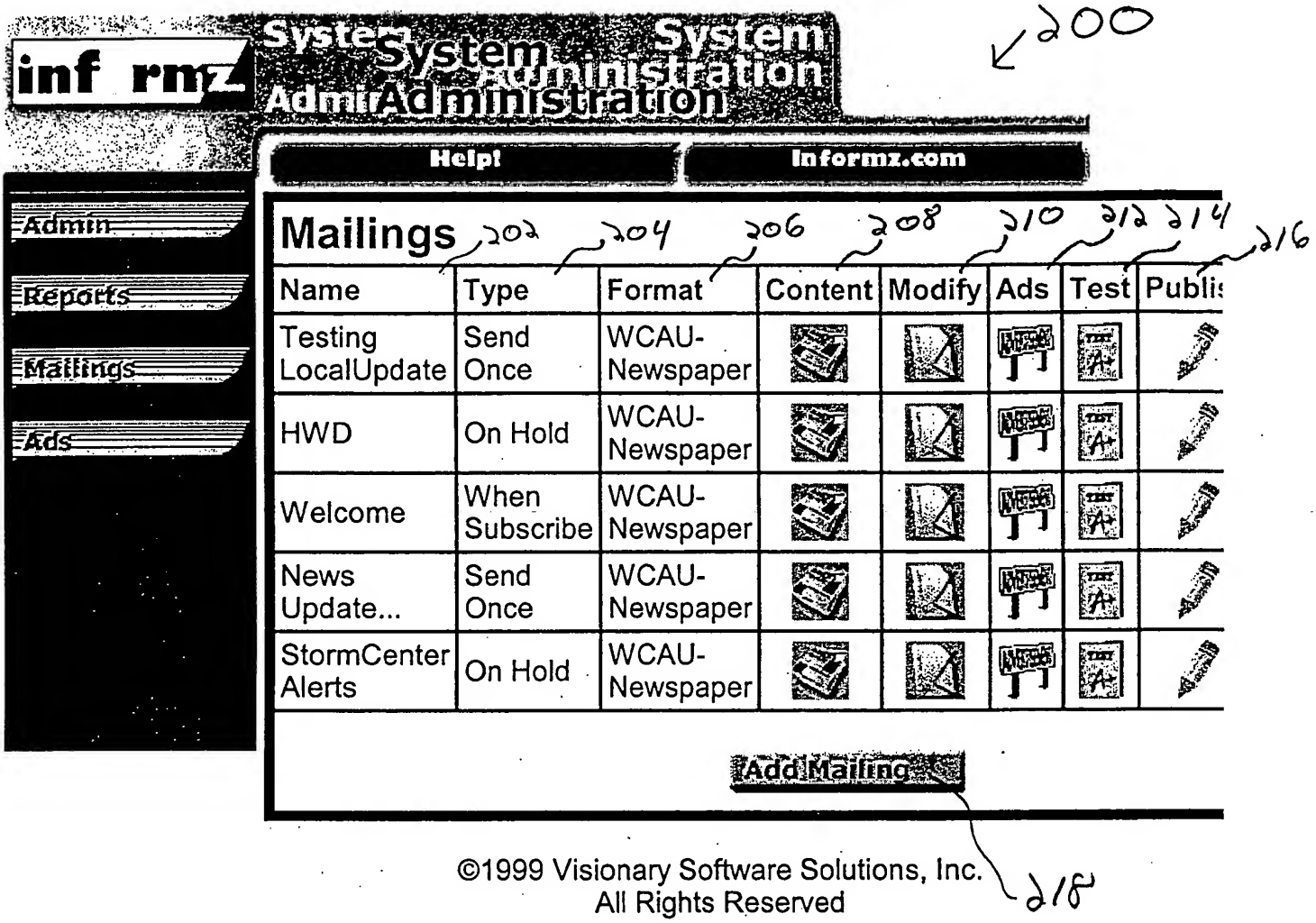
200
inf rmz
System Administration
Help!
Informz.com
Admin
Reports
Mailings
Ads
Mailings
202
204
206
208
210
212
214
216
Name
Type
Format
Content
Modify
Ads
Test
Publis
Testing LocalUpdate
Send Once
WCAU-Newspaper
HWD
On Hold
WCAU-Newspaper
Welcome
When Subscribe
WCAU-Newspaper
News Update...
Send Once
WCAU-Newspaper
StormCenter Alerts
On Hold
WCAU-Newspaper
Add Mailing
218
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FIG. 14

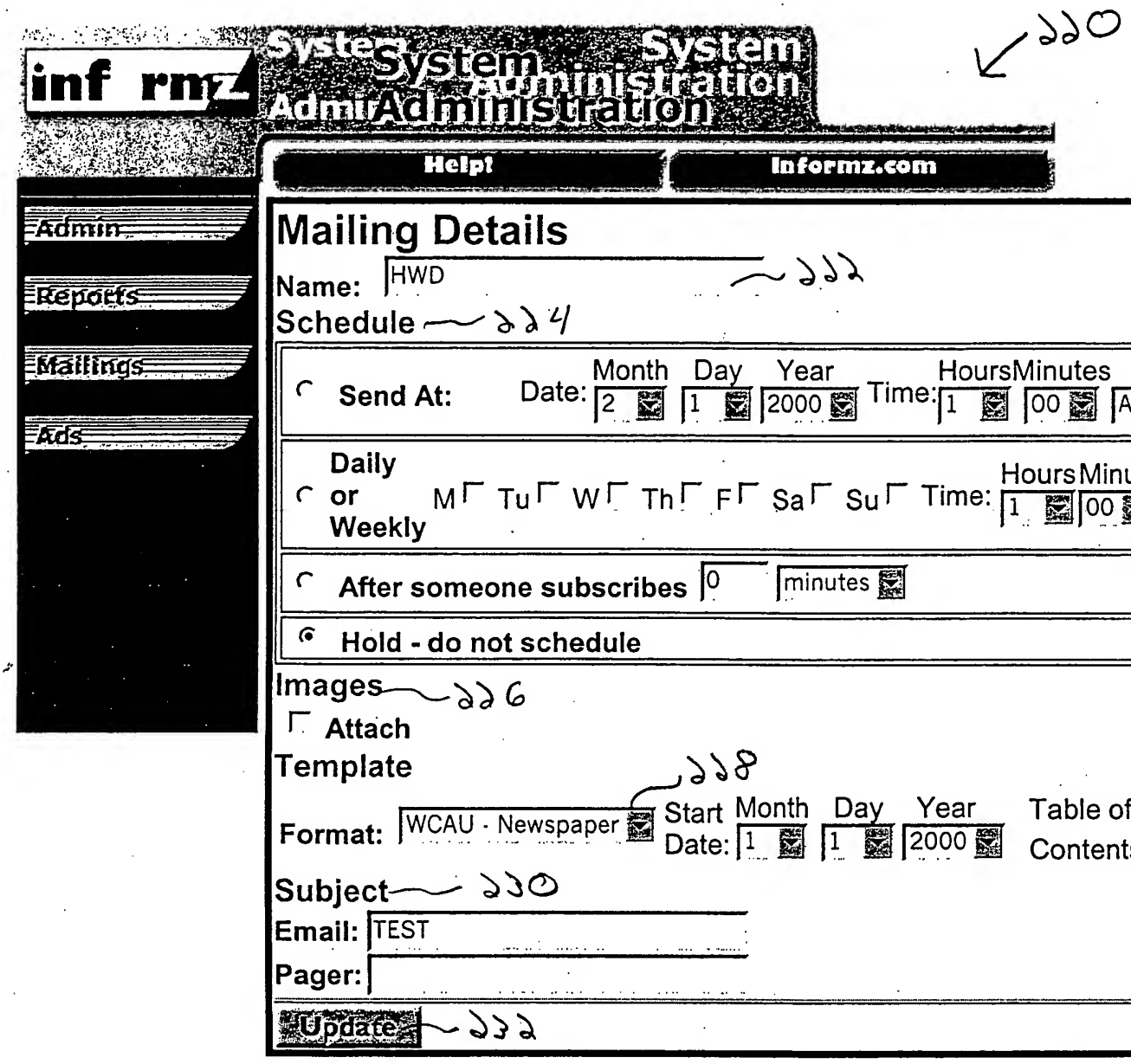

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FIG. 15

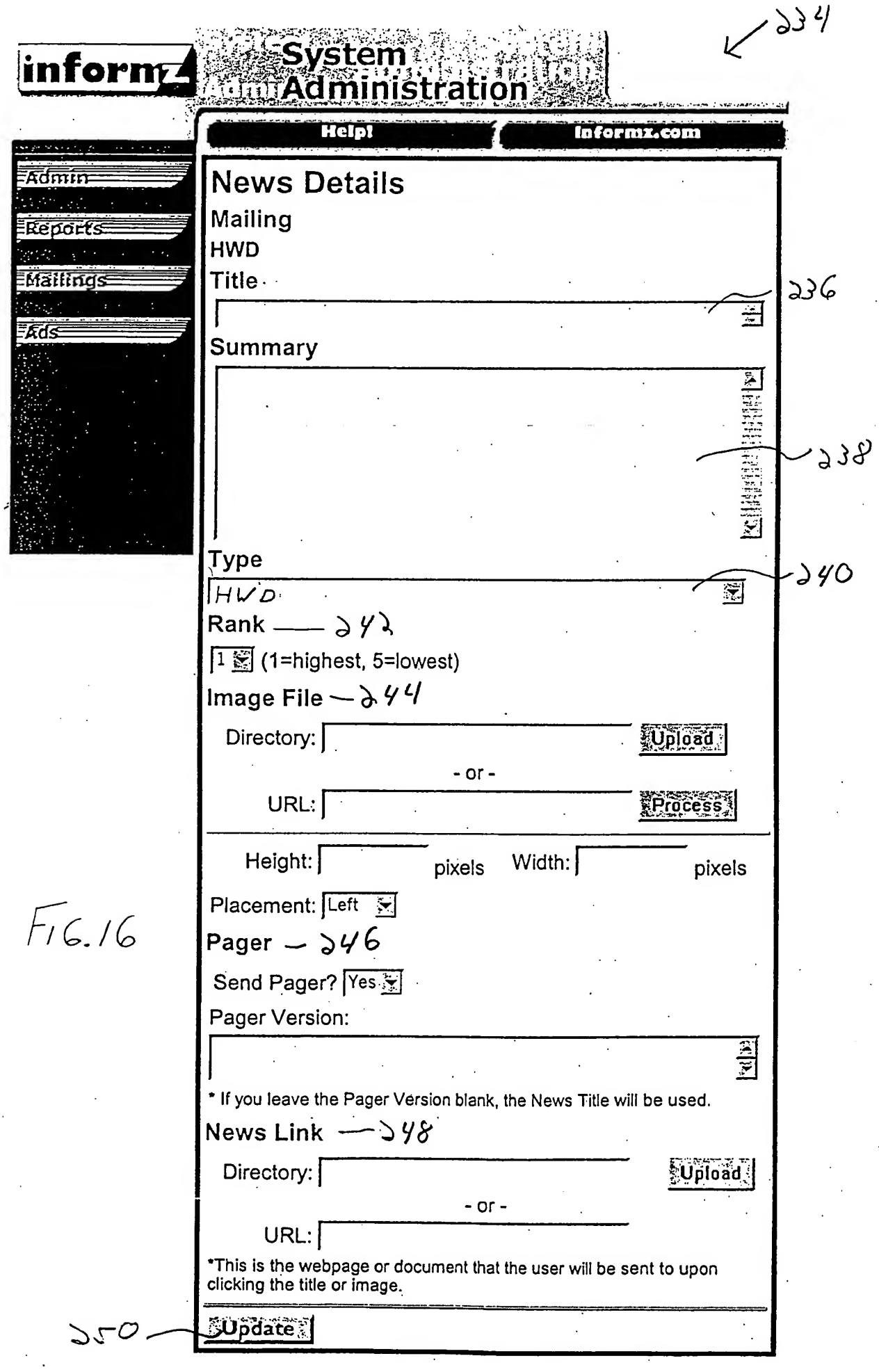
234
informz
System Administration
Help!
informz.com
Admin
Reports
Mailings
Ads
News Details
Mailing
HWD
Title
236
Summary
238
Type
HWD
240
Rank
242
1 (1=highest, 5=lowest)
Image File
244
Directory:
Upload
- or -
URL:
Process
Height:
pixels
Width:
pixels
Placement: Left
Pager
246
Send Pager? Yes
Pager Version:
* If you leave the Pager Version blank, the News Title will be used.
News Link
248
Directory:
Upload
- or -
URL:
*This is the webpage or document that the user will be sent to upon clicking the title or image.
250
Update

FIG. 16

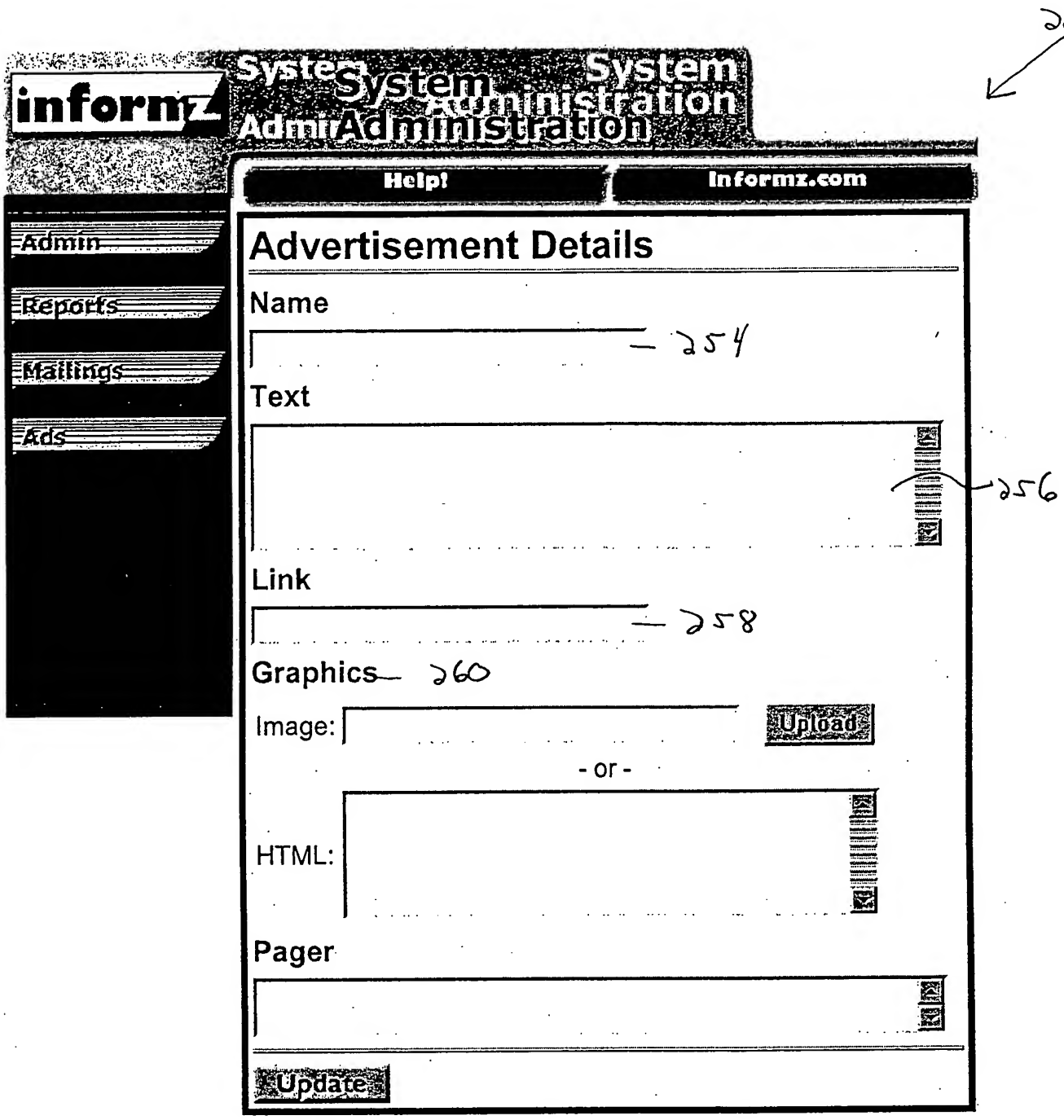

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FIG. 17

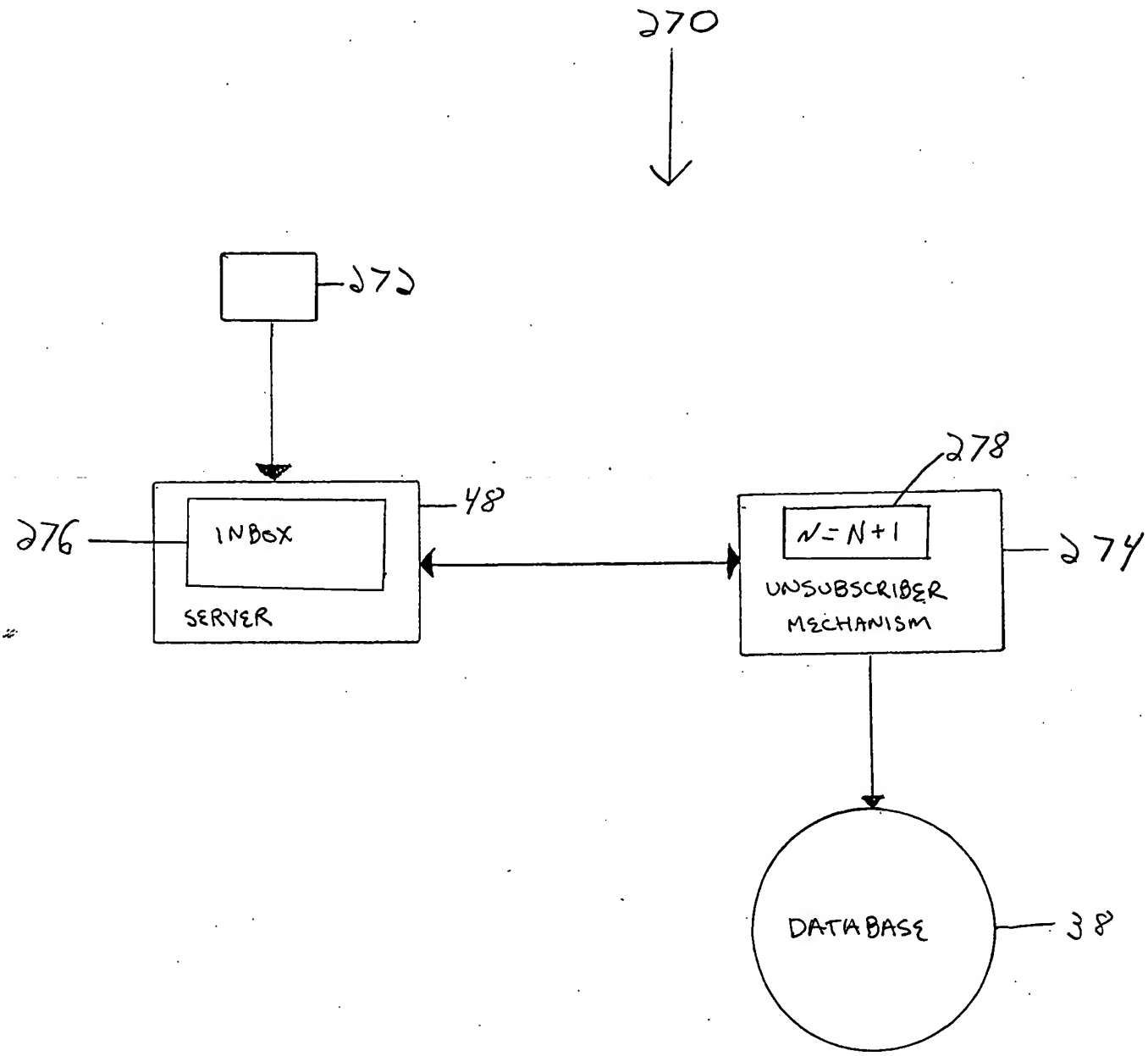

270
272
278
276
INBOX
48
N=N+1
274
SERVER
UNSUBSCRIBER
MECHANISM
DATABASE
38

FIG. 18

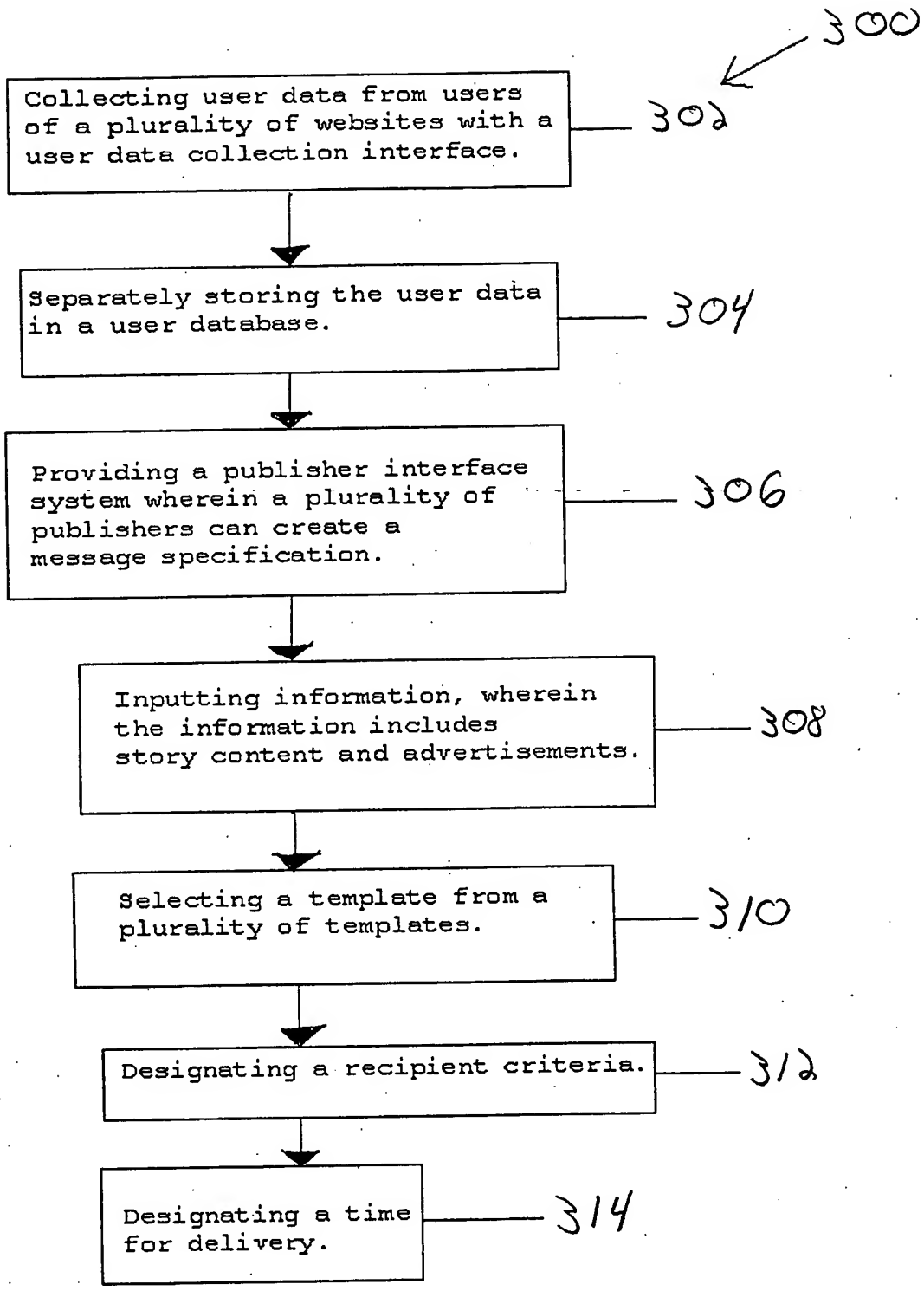

300
Collecting user data from users of a plurality of websites with a user data collection interface.
302
Separately storing the user data in a user database.
304
Providing a publisher interface system wherein a plurality of publishers can create a message specification.
306
Inputting information, wherein the information includes story content and advertisements.
308
Selecting a template from a plurality of templates.
310
Designating a recipient criteria.
312
Designating a time for delivery.
314

FIG. 19

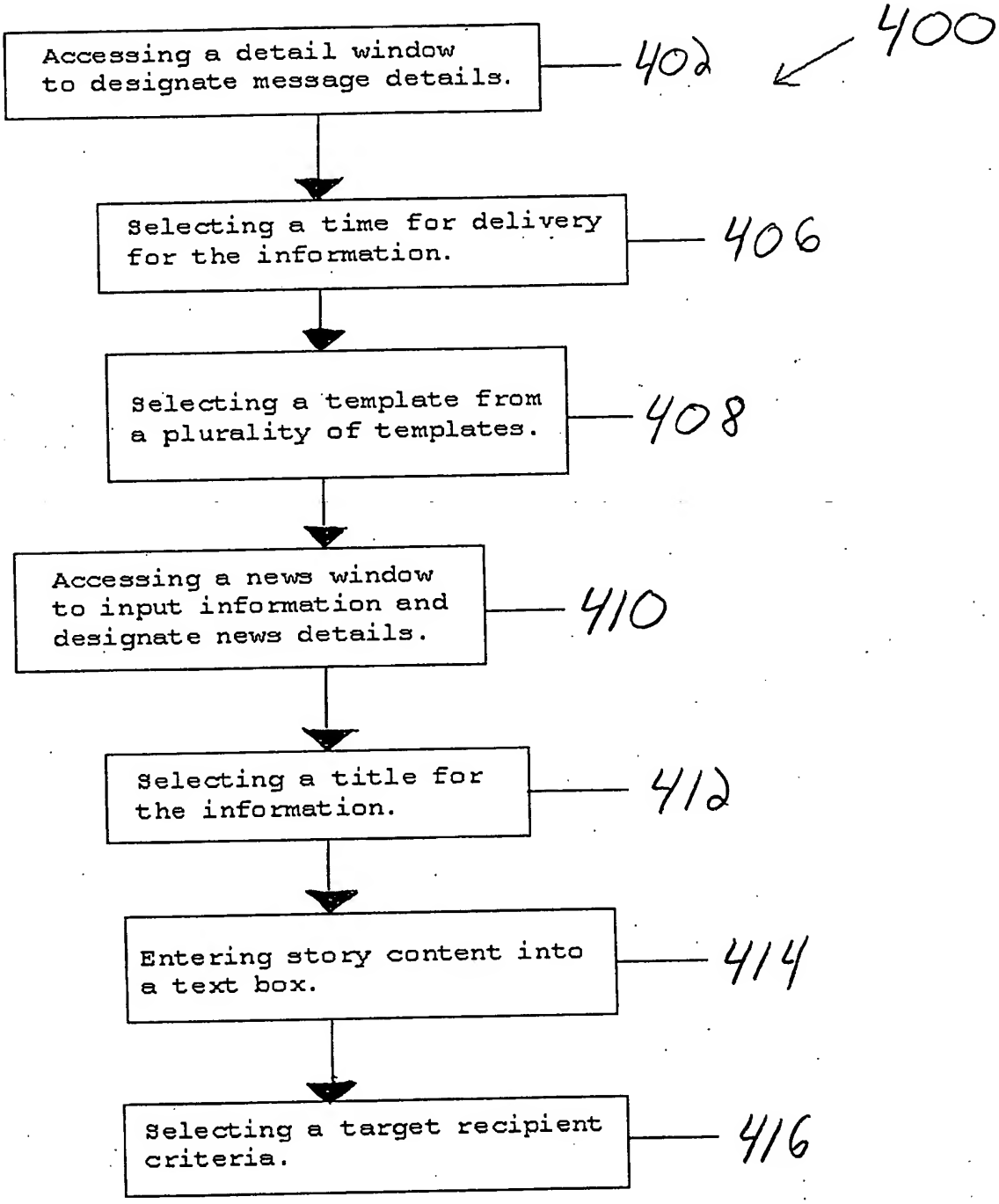

400
Accessing a detail window to designate message details.
402
Selecting a time for delivery for the information.
406
Selecting a template from a plurality of templates.
408
Accessing a news window to input information and designate news details.
410
Selecting a title for the information.
412
Entering story content into a text box.
414
Selecting a target recipient criteria.
416

FIG. 20

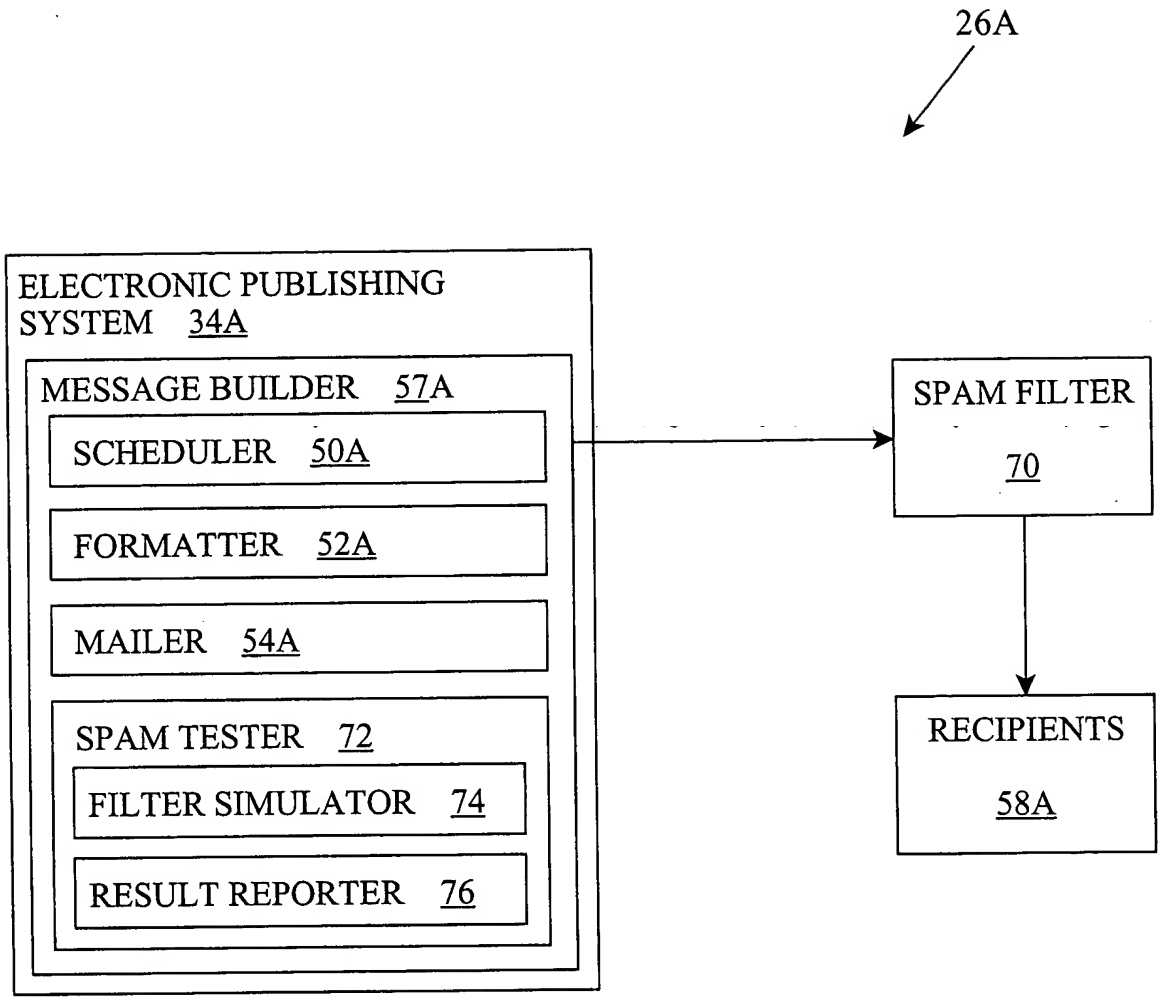
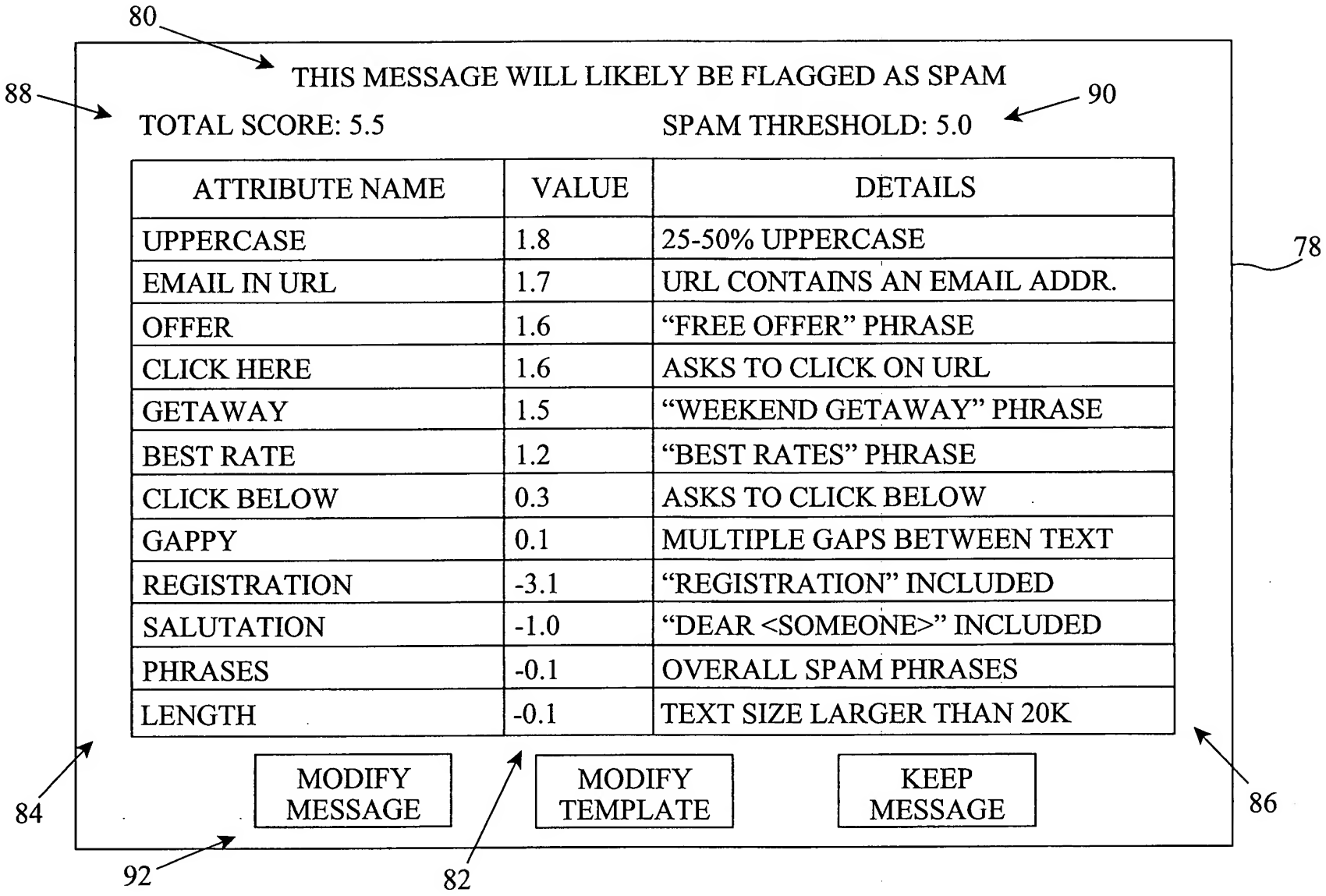

26A
ELECTRONIC PUBLISHING SYSTEM 34A
MESSAGE BUILDER 57A
SCHEDULER 50A
FORMATTER 52A
MAILER 54A
SPAM TESTER 72
FILTER SIMULATOR 74
RESULT REPORTER 76
SPAM FILTER 70
RECIPIENTS 58A

FIG. 21



ATTRIBUTE NAME	VALUE	DETAILS
UPPERCASE	1.8	25-50% UPPERCASE
EMAIL IN URL	1.7	URL CONTAINS AN EMAIL ADDR.
OFFER	1.6	"FREE OFFER" PHRASE
CLICK HERE	1.6	ASKS TO CLICK ON URL
GETAWAY	1.5	"WEEKEND GETAWAY" PHRASE
BEST RATE	1.2	"BEST RATES" PHRASE
CLICK BELOW	0.3	ASKS TO CLICK BELOW
GAPPY	0.1	MULTIPLE GAPS BETWEEN TEXT
REGISTRATION	-3.1	"REGISTRATION" INCLUDED
SALUTATION	-1.0	"DEAR <SOMEONE>" INCLUDED
PHRASES	-0.1	OVERALL SPAM PHRASES
LENGTH	-0.1	TEXT SIZE LARGER THAN 20K

FIG. 22

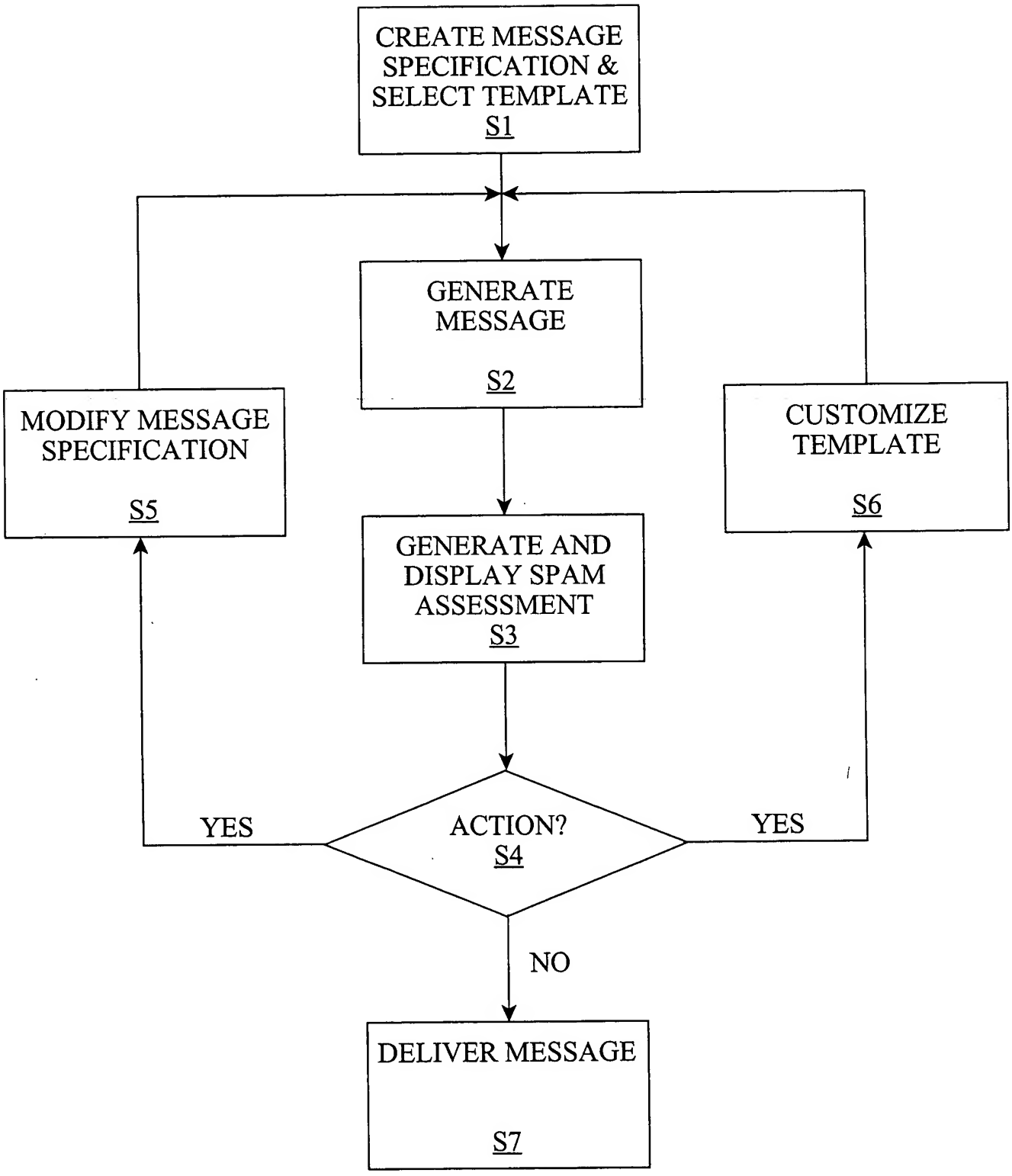

CREATE MESSAGE SPECIFICATION & SELECT TEMPLATE
S1
GENERATE MESSAGE
S2
MODIFY MESSAGE SPECIFICATION
S5
CUSTOMIZE TEMPLATE
S6
GENERATE AND DISPLAY SPAM ASSESSMENT
S3
YES
ACTION?
S4
YES
NO
DELIVER MESSAGE
S7

FIG. 23